



## Town of Addison Council Report

June 15, 2020

The Council met on June 15, 2020, to review the Strategic Pillars (pillars) and Milestones to determine if there were any changes that needed to be made. Every Council Member and the Mayor were in attendance. SGR facilitated the discussion by having the Council divide into small groups to discuss the questions of whether each pillar was still relevant, the progress made on each milestone, and whether any adjustments or additional milestones needed to be added. Following the small group discussion, each group reported back to the larger group and each pillar was discussed by the whole group.

The Council believed that all the pillars were still relevant. They discussed the possibility of combining Pillars One, Four, and Seven because they are related to one another. This may be considered more at a future work session, but the Council decided to leave them as separate pillars at this time.

### Pillar One: Entrepreneurship and Business Hub

Milestone 1: Economic Development focus on attracting and retaining entrepreneurship and targeted industry sectors (Information Technology, Financial Services, Engineering/Research/Development Services, Consulting Services, and Creative Services).

Milestone 2: Review Town Ordinances and regulations to modernize them and facilitate redevelopment.

Milestone 3: Create a specific channel for two-way communication with the business community.

#### **Discussion**

The Council believed that much progress had been made on this pillar. Council also requested that they be more informed on the progress being made. All the milestones were considered to still be relevant. The only adjustment made was to change the wording of Milestone 3. They discussed the importance of communicating what the city is doing. The Council noted that communication with restaurants had been good, especially in the wake of the Covid-19 Pandemic.

**New Milestone 3: Create channels for two-way communication with the business community.**

### Pillar Two: Excellence in Asset Management

Milestone: Implement the Asset Management Plan.

#### **Discussion**

The Council believed that a lot of progress had been made on this pillar. They did determine to change the wording on the milestone to say:

**Milestone: Implement the Asset Management Plan in accordance with the Asset Management Policy, utilizing information systems.**

### Pillar Three: Excellence in Transportation Systems

Milestone 1: Promote Silver Line Development.

Milestone 2: Improve all modes of transportation with infrastructure in acceptable condition and well-maintained.

#### **Discussion**

The Council felt that progress was being made on this pillar and there were no suggested changes to the milestones. The Council wants the staff to focus on initiatives that solve the first/last mile of transportation and to share more information on airport initiatives.

### Pillar Four: Gold Standard in Customer Service

Milestone: Promote and protect Addison Way.

#### **Discussion**

The Council believed that much progress was being made on this pillar and the milestone. No adjustments were made to the milestone. The Council wants there to be continued progress in improving the speed of responsiveness.

### Pillar Five: Gold Standard in Financial Health

Milestone: Continue development and implementation of Long-Term Financial Plan.

#### **Discussion**

The Council felt that good progress was being made in this area. There were no changes made to the milestone.

### Pillar Six: Gold Standard in Public Safety

Milestone: Maximize use of cutting-edge technology to enhance public safety.

#### **Discussion**

The Council felt that good progress was being made in this area. There were no changes to the milestone. There was some discussion about the fact that some neighborhoods do not perceive that they are as safe as they were in the past. The staff needs to consider how to manage expectations. Discussions need to be held regarding the level of service and budget constraints.

### Pillar Seven: Optimize Addison Brand

Milestone: Define and promote Addison Identity.

#### **Discussion**

The Council felt that progress was being made on this pillar. There was no change made to the milestone.